

Teammates



SUMMER HIGHLIGHTS

**3D IN THE MAKING
RECENT ACQUISITIONS**

HHOF.com



FALL 2012



LETTER FROM THE CHAIRMAN & CEO

On June 26, 2012 our esteemed Selection Committee met and deliberated on candidates for the 2012 Induction. We are

very pleased to congratulate hockey's newest legends, **Pavel Bure, Adam Oates, Joe Sakic and Mats Sundin**, on their upcoming Induction set for Monday, November 12th. This year's Inductee announcement was broadcast live for the second year on TSN, and for the first time ever, the Official Hockey Hall of Fame Game (Devils vs. Leafs) is scheduled for TSN broadcast on Friday, November 9th.

We also congratulate the **Los Angeles Kings** on becoming the Stanley Cup Champions for the 2011-2012 season. It seems fitting that since the Cup has "gone Hollywood" so has its home - the Hockey Hall of Fame. We have teamed up with **Network Entertainment Inc.** of Vancouver to create and produce a groundbreaking film that will push the boundaries of 3D filmmaking in the sports genre, "**Stanley's Game Seven (3D)**". Premiering at the Hall on November 9th to kick off the 2012 Induction Weekend, the story features a group of young men who play their regular pick-up game at the local arena with amazing skill and grace while they share their own personal favourite Stanley Cup moments. It also highlights three of the greatest Stanley Cup goals scored by **Wayne Gretzky, Mario Lemieux and Bobby Orr**.

We would like to thank our Board of Directors and Selection Committee for their outstanding contributions to the Hall over the past year and we look forward to seeing many familiar faces at this year's Induction Weekend/ Celebration.



2012 INDUCTION CELEBRATION

FRIDAY, NOVEMBER 9, 2012

The public launch of the Hockey Hall of Fame's newest feature film, *Stanley's Game Seven (3D)*.

7:00pm

Hockey Hall of Fame Game

Air Canada Centre
New Jersey Devils vs. Toronto Maple Leafs

SATURDAY, NOVEMBER 10, 2012

A special 2012 Limited Edition Inductee Poster will be distributed to guests upon entry to the Hockey Hall of Fame. The first 500 patrons will receive a poster autographed by the 2012 Inductees.

1:30 – 4:00pm

1972 Summit Series Fan Forums

A series of Q & A sessions, hosted by Ron Ellis, celebrating the 40th anniversary of the historic tournament.

SUNDAY, NOVEMBER 11, 2012

11:30am – 12:30pm

Porter Airlines Inductee Fan Forum

The 2012 Inductees will partake in a Q & A session within the Esso Great Hall.

2:00pm

Haggar Hockey Hall of Fame Legends Classic

Air Canada Centre
Honoured Members Doug Gilmour and Bryan Trottier will captain their respective teams featuring this year's Inductees. Prior to puck drop, the 2012 Inductees will receive their official Hockey Hall of Fame Honoured Member Blazers and Watches at centre ice. A pre-game and half-time live concert will be performed by the *Spoons*.

MONDAY, NOVEMBER 12, 2012

10:30am - 11:30am

Induction Media Conference

This event includes the ring presentations to the 2012 Inductees.

5:30pm

Doors open for Induction Celebration.

7:30pm

Induction Ceremony

Live broadcast on TSN2. (TBC)

9:00pm

Celebration continues.

All events take place at the Hockey Hall of Fame unless otherwise listed. For further details, visit HHOF.com.

THE MAKING OF HHOF'S FIRST 3D FILM

HOCKEY LIKE YOU'VE NEVER SEEN BEFORE

Stanley's Game Seven (3D), the Hockey Hall of Fame's latest film offering, will be a landmark production in the world of hockey. It will push the boundaries of 3D filmmaking in the sports genre to groundbreaking levels, offering patrons of the Hockey Hall of Fame an unparalleled "Experiential Hockey Attraction."

The story opens with a group of young men gathering at the local small-town rink for their once-a-week hockey game, which we establish is the highlight of their lives, like it is for so many Canadians.

A stunning mix of original live action, computer generated 3D animation, and classic archival footage of some of the most renowned playoff moments in Stanley Cup history, will be showcased at the HHOF's new 3D Theatre.

The movie was produced by Network Entertainment Inc., who have previously partnered with the Hall of Fame on a number of successful ventures, including the Gemini Award-winning *Legends of Hockey* television and DVD series and the *Stanley Cup Odyssey* film.

Production on Stanley's Game Seven computer generated imagery (CGI) began in early April, with Network Entertainment's Paul Gertz and Derik Murray selecting Waterproof Studios to create the film's unique animation elements under the direction of studio head Larry Deflorio and director Shea Wageman. Waterproof employed a proprietary pipeline software called Kami and an advanced in-house facial animation system to bring the characters



A 3D, computer-generated image of Wayne Gretzky.



A custom-built rail was laid on the ice surface to propel cameras at speeds of up to 130 kilometres per second.



Original game-action footage was filmed at Memorial Arena in Penticton, B.C.

to life. Keyframe animation (something in which the studio excels) allowed the animation to perfectly match the movements - the authentic

"WE USED TWO HIGH-SPEED CAMERAS TO CAPTURE EXTREME SLOW MOTION 3D CINEMATOGRAPHY AT 1200 FRAMES PER SECOND, WHILE ROCKETING DOWN A CUSTOM-BUILT RAIL AT 130 KILOMETRES PER SECOND."

look - from the 1970's, '80's, and '90's archival footage. An advanced simulations technique was also innovated to create realistic and fluid movements

throughout the character's jersey's and hockey gear.

Original 3D filming on Stanley's Game Seven took place over two weeks in July 2012, primarily at Memorial Arena in Penticton, British Columbia, with a crew and cast

of over 90 people.

Director Kyle Davidson worked closely with Max Penner, co-founder of PFX, the world's most experienced

3D camera company, with credits on numerous major Hollywood 3D productions, who shared, enthusiastically, "In one sequence alone, we used two high-speed cameras to capture extreme slow motion 3D cinematography at 1,200 frames per second, while rocketing down a custom-built rail at 130 kilometres per second."

Stanley's Game Seven (3D) will burst onto the silver screen at the Hockey Hall of Fame's new 3D Theatre on Friday, November 9, 2012 to kick off Induction Weekend.





SUMMER HAPPENINGS

Hockey lives at the Hall of Fame year round. While most leagues take a hiatus, Hall activity spikes during the summer months. This summer proved no different as new exhibits were unveiled, the newest Induction Class was named, and Hollywood came knocking.



1972

SUMMIT SERIES

40th ANNIVERSARY TRIBUTE

at the Hockey Hall of Fame

► The Hall of Fame's Esso Theatre was transformed during the summer of 2012 into an immersive exhibit paying tribute to the 40th anniversary of what many consider the most significant tournament in hockey history – the 1972 Summit Series between the USSR and Canada. (Top) The theatre's north wall displays the key moments of the series as game highlights play on the large video screen across the room. (Left) The stick used by Paul Henderson to score the tournament's winning goal with 34 seconds remaining occupies one of the theatre's four corner showcases.

HHOF

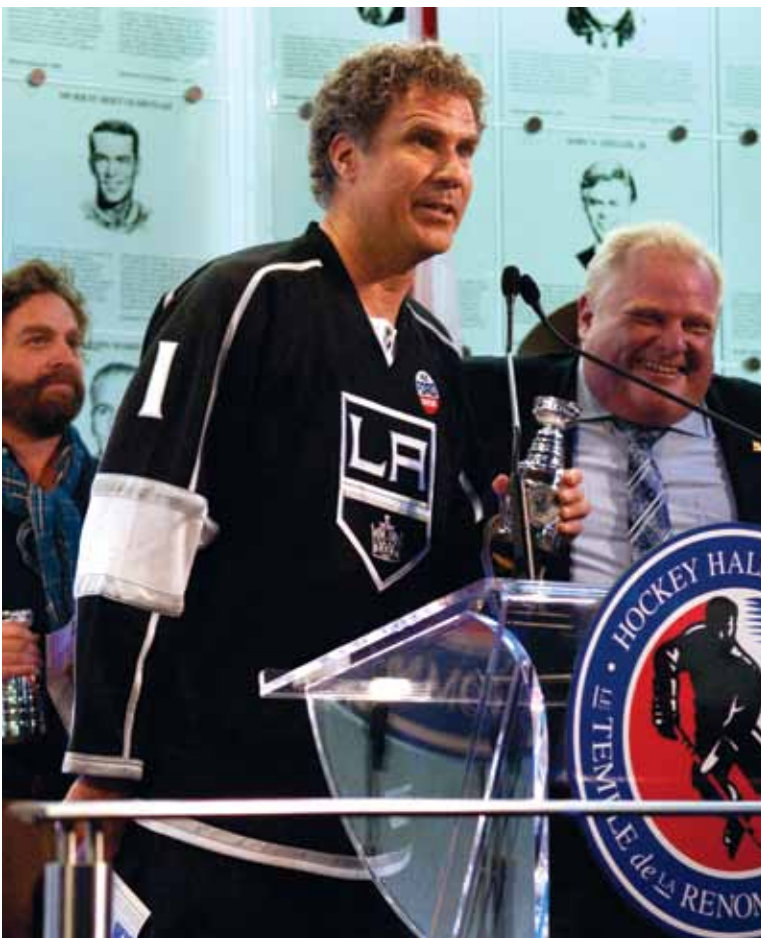




► Hockey Hall of Fame sponsor TSN captured the suspense and celebration of Inductee Announcement Day on June 26, 2012. The televised coverage began with the morning arrivals of selection committee members and ended with late afternoon interviews with the newest inductees – Pavel Bure, Adam Oates, Joe Sakic, and Mats Sundin. (Above) From left to right, Bill Hay, Jim Gregory, and Pat Quinn address the media following the official Inductee announcement. (Right) Members of the HHOF Selection Committee settle in moments before the official voting proceedings commence.



HHOF



► The Hockey Hall of Fame was selected by Warner Brothers and actor Will Ferrell to stage the promotional launch of their new film, *The Campaign*. Ferrell, an ardent hockey fan, arrived at the Hall of Fame riding a zamboni with co-star Zach Galifianakis. The event, which allowed the first 125 fans in attendance a free ticket to an advanced screening of the film, was covered nationwide. (Above) Hundreds of fans surround the south entrance to the Hockey Hall of Fame as the stars arrive via zamboni. (Left) Ferrell, donning his favourite jersey, addresses the fans and media with Toronto Mayor Rob Ford in the background. (Inset) Actors Ferrell and Galifianakis sign posters as they enter the Hall.



HHOF





SPOTLIGHT

◆ A ◆
CROWNING
SUMMIER
for the
KINGS
OF Hockey



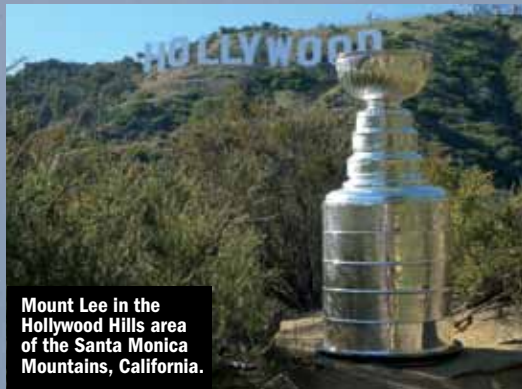
Willie Mitchell atop Mount Benedict
in British Columbia, Canada.

Walter Neubrand/HHOF





Howie Borow/HHOF



Mount Lee in the Hollywood Hills area of the Santa Monica Mountains, California.



Stanley Cup Parade passes by Staples Center in Los Angeles, California.

Craig Campbell/HHOF



Mike Bibt/HHOF

Anze Kopitar on Lake Bled in northwestern Slovenia.



Mike Richards takes his new good-luck charm on a fishing trip on Lake of the Woods, near Kenora, Ontario, the smallest town to ever win The Stanley Cup (Kenora Thistles in 1907).

Craig Campbell/HHOF



Captain Dustin Brown and wife Nicole pause for reflection in Ithaca, New York.

Wait-Neubrand/HHOF





Partnership Briefs

haggar[®]
1926

HAGGAR CANADA, an HHOF “Promotional Associate” since 2010, has both renewed its sponsorship and expanded its association by adding a licensing component to its Hall of Fame contract. As an “Official Clothing Partner of the Hockey Hall of Fame,” the company has initiated plans to create an apparel line based on the Hall of Fame’s archival collection of photographs and artifacts. Haggar will again take title to the 2012 edition of the “Hockey Hall of Fame Legends Classic,” which takes place November 11 during Induction Weekend. This year’s Classic match-up is Team Gilmour vs. Team Trottier.



**THE WESTIN
HARBOUR CASTLE**
TORONTO

IMPERIAL OIL LIMITED & THE WESTIN HARBOUR CASTLE, long-time HHOF sponsors, partnered with the Hockey Hall of Fame for a summer-long promotional radio blitz through Ontario and Upstate New York. The campaign featured a number of break-away road trip prize packages that included \$100 Esso gas gift cards, complimentary accommodation at the four-star Westin and special access to the Hockey Hall of Fame. Seventeen leading radio stations participated. The barter-based campaign generated over \$160,000 worth of media exposure.



MILL STREET BREWERY, a Toronto-based brewery and multiple award winner as “Canadian Brewery of the Year,” has signed on as a sponsor of the “2012 Hockey Hall of Fame Induction Weekend/Celebration.” As part of the sponsorship, Mill Street will serve as co-presenter of the “2012 Hockey Hall of Fame Legends Classic,” including sole presenting sponsor of the Classic’s pre-game and half-time concert performances by the *Spoons*, as well as be the Hall of Fame’s preferred beer product supplier in association with hospitality events held on HHOF’s premises, including this year’s Induction.

porter

PORTER AIRLINES INC., which now offers flights to 18 North American destinations, including NHL cities Boston, Chicago, Montreal, New York, Ottawa, Toronto, and Washington, has joined on as a co-presenting sponsor of the “2012 Hockey Hall of Fame Induction/Weekend Celebration.” In addition to receiving the standard sponsor benefits, Porter will take title to the Induction Weekend’s Inductee Fan Forum held on Sunday, featuring the Inductee Class of 2012, and the limited-edition print premium distributed to HHOF patrons on the Saturday.



VIA RAIL CANADA INC., a Hockey Hall of Fame “Contributing Sponsor” since 2003, has renewed its HHOF sponsorship for an additional three years through August 31, 2015. VIA, which services over 4.1 million passengers across Canada, will continue to hold title to both the Hall of Fame’s “Stanley Cup Dynasties” exhibit and the online “Exhibit Tour” section at HHOF.com. In addition, they will remain an official presenting sponsor of the “Hockey Hall of Fame Induction Weekend/Celebration” for the fourth straight year.



YORK HEATING AND AIR CONDITIONING, a brand of Johnson Controls, Inc., the global leader in delivering solutions that increase energy efficiency in buildings, has taken on category-exclusive HHOF sponsorship rights and benefits in connection with its 2012-13 corporate marketing activation and programming with the NHL. York becomes the “Official HVAC partner of the Hockey Hall of Fame,” adding to its impressive stable of hockey properties, including official partner of the NHL Draft, Awards, and Winter Classic. The Hall of Fame partnership consists of promotional licensing elements, advertising platforms, tickets, and venue use.

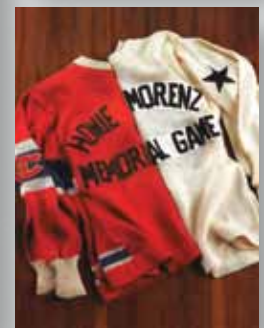
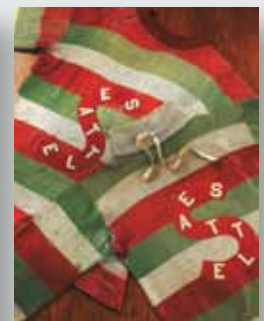
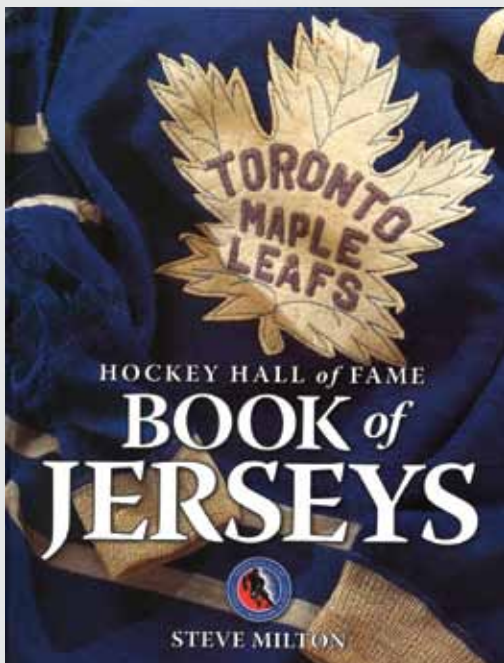
TAXI

TAXI, “Canada’s Ad Agency of the Decade,” teamed up with the Hockey Hall of Fame this past spring to launch a commercial campaign that featured four comedic commercials, each dealing with a unique reason why an individual fell short in reaching his dream of making the pros. They aired both on television and online through the 2012 Stanley Cup Playoffs. Response was tremendous. The spots were praised by media and fans alike. YouTube viewership reached 300,000 within one month and garnered an approval “like” rating of 93%. On June 23, one of those four HHOF commercials, namely, “Billy Bishop,” won the prestigious international Cannes Lions Award, the advertising equivalent of the movie industry’s Academy Awards.



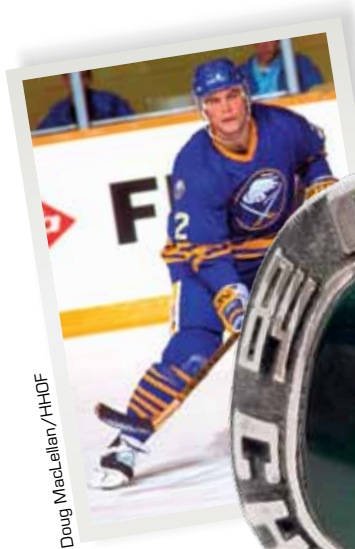
FIREFLY BOOKS

FIREFLY BOOKS LTD., the Hockey Hall of Fame’s official publisher since 2009, has renewed its licensing agreement for an additional two years through 2014. Their latest HHOF publication, titled “Hockey Hall of Fame Book of Jerseys,” will hit the bookstands in late September, 2012. This richly illustrated hard-cover book showcases the best and most unique jerseys and sweaters from the Hall’s collection paired with in-game action images and player profiles detailing the significance of the jersey and the player’s impact on the game.





Recent ACQUISITIONS



Doug MacLellan/HHOF



HALL OF FAME CONNECTION

During the early to mid-1990's, Christine Simpson was the Hockey Hall of Fame's Marketing Manager before beginning her successful career in the hockey media industry. Both of Christine's brothers, Craig and Dave, had successful hockey careers (Dave was the CHL's Player of the Year in 1981-82, and Craig went on to win two Stanley Cup championships with the Edmonton Oilers), and both were represented with artifacts in the Hall of Fame's collection. When it came time to clean out the London, Ontario family home, the Hall of Fame connection enabled another significant donation from Craig's career to make its way to the archives. Along with numerous magazines, periodicals and scrapbooks compiled throughout his career were some significant awards and milestones from his amateur days with the Junior 'B' London Nationals and NCAA Michigan State University Spartans, including plaques, goal pucks and most significantly, Simpson's 1985 CCHA championship ring.

FANCY SKATES

The New York Golden Blades were a member of the World Hockey Association for just a couple of months in the fall of 1973 before they were moved to New Jersey for the remainder of the season, becoming the Jersey Knights. Trying to make a splash as a new franchise and living up to their nickname, the Golden Blades wore skates with white boots and a gold blade. Shortly after the team moved to Jersey, the skates were painted black and it was thought that none remained. That is until a chance meeting with Garry Peters while the Hall of Fame Outreach Program was set up at the Saskatchewan First Nation Winter Games in Saskatoon during the spring of 2012. Peters was a member of the Golden Blades/Knights franchise during his final of 12 professional seasons and it just so happened that he had undergone knee surgery (that would ultimately force his retirement) right before the decision was made to paint the skates black, and thus, one of the mementos he kept from that season were his skates that add to the unique legacy that was the WHA.



Garry Peters/HHOF



NATIONAL CHAMPIONS AT LAST!

The Shawinigan Cataractes are the oldest existing member of the Quebec Major Junior Hockey League with their franchise dating back to the league's origin in 1969. Originally founded as the Shawinigan Bruins, the club changed its name to Dynamis in 1973 before settling on Cataractes (translated to mean a large or series of waterfalls) in 1978 as a tribute to the well-known waterfalls around the Shawinigan area. Throughout the club's 43-year history, they have had many successful seasons, but were never able to reach the ultimate prize of a championship, twice finishing as QMJHL runner-up (1971 & 2009). The 2011-12 season saw the Cataractes host the CHL's Memorial Cup tournament and receive automatic entry. Despite being one of the Q's powerhouses during the regular season, they were upset in the playoffs by the Chicoutimi Saguenéens. The disappointment of yet another unsuccessful season did not last long, however, as the club captured their first national championship and Memorial Cup title by defeating the OHL's London Knights 2-1 in overtime in the championship game. Immediately following the celebrations, Cataractes' equipment manager Patrick Leonard began the task of collecting historic artifacts for the Hall of Fame collection, including the OT-winning goal stick from Anton Zlobin, the game-worn jersey from tournament MVP Michael Chaput, and the goalie mask from the tournament's Most Outstanding Goaltender, Gabriel Girard.

Andre Pinguette/
Freestyle Photography/HHOF



HONOURED MEMBER ARTIFACTS RECEIVED

Father David Bauer – *collection*
 Doug & Max Bentley – *mini-stick*
 Turk Broda – *article*
 King Clancy – *photo*
 Bun Cook – *letter*
 Bill Gadsby – *jacket*
 Doug Gilmour – *gloves*
 Wayne Gretzky – *artwork*
 George Hay – *medallion*
 Gordie Howe – *pucks*
 Jacques Plante – *artwork*
 Maurice Richard – *photos & wine bottle*
 Hooley Smith – *watch*
 Mats Sundin – *helmet*
 Carl Voss – *negative*
 Harry Watson – *silver spoon*



EARLY NCAA CHAMPIONSHIP

One area of the Hall of Fame's vast artifact collection that we are always working to strengthen is early collegiate memorabilia. The collegiate game, both in Canada and the United States, dates back to the earliest eras of the game, and in fact, the first officially recorded hockey game played by official rules involved McGill University in Montreal. That said, the Hall of Fame collection has very few artifacts that pre-date our contemporary era. One significant NCAA hole was recently filled with an equipment collection donated by John MacMillan. The Lethbridge, Alberta native had a productive 11-year professional career that included NHL stops in both Toronto and Detroit. Prior to making the jump to pro, MacMillan played four seasons (1956-60) as a member of the University of Denver Pioneers, serving his final season as team captain while also being named to the WCHA All-Star Team. Now living in Eagle, Idaho, MacMillan was looking for a home for his full set of Pioneers gear, including a team jacket and jersey, red leather helmet, pants and socks. More importantly, MacMillan's time in Denver included two NCAA Hockey Championships, the first two in school history, defeating North Dakota 6-2 in 1958 and Michigan Tech 5-3 in 1960.

Imperial Oil-Turofsky/HHOF



In Memoriam



Imperial Oil-Turofsky/HHOF

FERDINAND 'FERN' FLAMAN

Player Category
January 25, 1927 – June 22, 2012

Born in Dysart, Saskatchewan, Fern Flaman was once referred to by Gordie Howe as “the toughest defenceman I’ve ever played against.” The hard-hitting Flaman anchored the Boston Bruins blueline for five seasons beginning in 1946-47 before a trade sent him to the Toronto Maple Leafs in 1950. Paired

on defence with Bill Barilko, Flaman was on the ice when his partner scored the dramatic Stanley Cup-winning goal in 1951. He was traded back to Boston prior to the 1954-55 season. By the next spring, Flaman was appointed captain of the Bruins, and served in that capacity until he left the NHL after the 1960-61 season. Known as a physical defensive defenceman, Flaman was a three-time NHL All-Star and finished his NHL career with 34 goals and 174 assists for 208 points in 910 regular season games, and added 1,370 penalty minutes. At the time of his retirement, he was third in NHL history in career penalty minutes.

In 1970, he began his first of 19 seasons as the men’s hockey coach at Northeastern University, earning U.S. college coach-of-the-year honours in 1982. He later served as scout for the New Jersey Devils.

Fern Flaman was inducted into the Hockey Hall of Fame in 1990.



Imperial Oil-Turofsky/HHOF

EMILE 'BUTCH' BOUCHARD

Player Category
September 4, 1919 – April 14, 2012

Emile “Butch” Bouchard was a towering, stay-at-home defenseman who served as captain of the Montreal Canadiens from 1948-1956.

He won the Stanley Cup four times with the Canadiens, incredibly arriving with the team just six years after he’d learned to skate. Bouchard’s robust play and alert

passing were an integral component of the Hab’s exemplary transitional game. Physically, Bouchard was remarkably strong and often broke up fights on the ice by grabbing hold of each combatant with his enormous hands. To his credit, he never abused his powerful attributes and most opponents wisely avoided provoking him. In turn, he rarely fought. His most admirable trait, however, was his leadership. Honoured Member Jean Beliveau claimed “Bouchard served as my model,” during his own captaincy.

On retiring, Bouchard turned his interests to amateur hockey in the Montreal area. He worked as a coach and president of junior teams in the province, giving back to the game he loved.

Butch Bouchard took his rightful place in the Hockey Hall of Fame in 1966. Forty-two years later, he was honoured with the National Order of Quebec.

HOCKEY HALL of FAME ADMINISTRATION

SENIOR MANAGEMENT

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